Tommy Jeans drops second collaboration with AAPE by A Bathing Ape

By Jennifer Braun - January 16, 2022

Tommy Jeans, a division of PVH-owned Tommy Hilfiger, launched on Friday a second collaboration collection with cult Japanese streetwear label AAPE by A Bathing Ape.

Featuring outerwear, cold-weather accessories and collectible skateboards, the Tommy Jeans x AAPE by A Bathing Ape capsule combines inspiration from AAPE’s streetwear style with Tommy Jeans’ iconic street prep.

The new collection highlights AAPE’s classic camo pattern in red, white and blue, and pairs with the Tommy Jeans plaid in deep green. Key styles include the camo flag puffer jacket, the 2-in-1 plaid sherpa fleece windbreaker, the classic Tommy Jeans flag denim jacket and the reversible camo vest jacket.

The collection launches with a documentary-style campaign that follows four NYC skaters through the city’s most iconic landmarks, including the Lower East Side of Manhattan and Brighton Beach in Brooklyn. Featured skate stars include Kyota Umeki, Lucinda Jacobson, Brandon Scott James and Hank Korsan.

AAPE was launched as a diffusion line by A Bathing Ape in 2012, with the aim to target the young menswear market. Similarly, Tommy Jeans is a sub-set of the Tommy Hilfiger brand, which launched in 2018 as a rebrand of Hilfiger Denim, to capture the interest of Gen Z.

AAPE by A Bathing Ape dropped its first collection with Tommy Jeans in July 2020. It has also collaborated with brands and partners such as Alpha Industries, Eastpak, NASA and Dragon Ball.

All pieces from the Tommy x AAPE collection are now available at tommy.com and aape.jp, as well as in select Tommy Jeans, Tommy Hilfiger and AAPE stores worldwide, and through select partners.